

1. A computer-assisted method for determining a potential effectiveness of a survey question, comprising the activities of:

determining a response distribution for each of the plurality of categories;
calculating a box score and a difference score for the survey question from
the response distributions; and

2. The method of claim 1, evaluating the survey question based on the effectiveness score.

4. The method of claim 1, wherein the plurality of categories are top 3 box categories.

25 6. The method of claim 1, wherein the box score can be calculated by adding a top box response percent to a bottom box response percent, subtracting an ideal distribution of neutrals percent, and multiplying an absolute value of a result by 100.

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7. The method of claim 1, wherein the difference score can be calculated by subtracting a bottom box response percent from a top box response percent and multiplying an absolute value of a result by 100.

5 8. The method of claim 1, wherein the box score can be added to the difference score to obtain the effectiveness score.

9. A machine-readable medium storing instructions for activities comprising:
10 segregating a plurality of responses to a survey question into a plurality of categories;
determining a response distribution for each of the plurality of categories;
calculating a box score and a difference score for the survey question from the response distributions; and
15 using the box score and the difference score to obtain an effectiveness score for the survey question.

10. An apparatus for determining a potential effectiveness of a survey question, comprising:
means for segregating a plurality of responses to a survey question into a
20 plurality of categories;
means for determining a response distribution for each of the plurality of categories;
means for calculating a box score and a difference score for the survey question from the response distributions; and
25 means for using the box score and the difference score to obtain an effectiveness score for the survey question

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